

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 5, 1998

**RJR Account #315288**

Mr. J. Mitiguy  
DOWLINGS, INC.

**FEBRUARY: DORAL B1G1F / PROMOTION #800018**

Dear John:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 83 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>3</u>
<i>Light 100</i>	12300-24961	<u>2</u>
<i>Light Men 100</i>	12300-24963	<u>3</u>
<i>FF 100</i>	12300-24962	<u>3</u>

**DISPLAY DETAIL (#536645)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product PO # 209A ; Displays PO # 209B

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE :

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

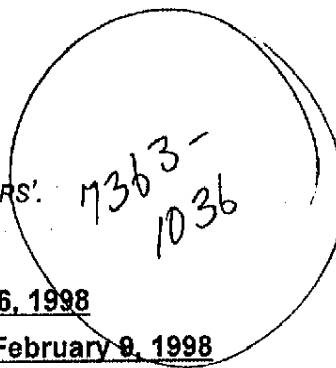
20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$854.46



51845 7936

-2-  
B1G1F  
DOWLINGS, INC.

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER  
LIST.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE: DORAL LIGHT / LT 100 / LT MEN 100 / FF 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This  
equates to **\$53.90 (3.85 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk  
L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

FEBB1G1F.DOC

51845 7937

WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB B1G1F  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1		2794-0200	349	(802)868-7843
162301	163829	509373	MILTON SHORT STOP	ROUTE #7	MILTON	VT	05468	1		2681-0000	2513	(802)893-6536
162301	162323	576895	ALBURG SHORT STOP	3 RTE 2	ALBURG	VT	05440	1		2681-0000	3499	(802)796-3360
162301	163827	113858	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT	05859	1			2630	(802)988-2545
162301	162323	760317	CHAMPLAIN FARMS #27	RR 2 BOX 255	SWANTON	VT	05488	1		1657-0000		(802)868-7790
162301	162323	343312	EXXON SHORT STOP	443 ROUTE 3	PLATTSBURGH	NY	12901	1		2681-0000	2778	(518)563-0043
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1		1657-0000		(802)655-4703
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1				(802)879-6388
162301	163829	594886	MOBIL SHORT STOP	ROUTE 7	MILTON	VT	05468	1		2681-0000	3724	(802)893-2573
162301	163829	615922	WINOOSKI EXXON #12	E ALLEN ST	WINOOSKI	VT	05404	1		1657-0000		(802)655-4336
162301	162323	619802	SHORT STOP #111	433 CORNELIA STRE	PLATTSBURGH	NY	12901	1		2681-0000	2443	(518)563-8756
162301	162323	664545	ALBURG EXXON SHORT STOP		ALBURG	VT	05440	1		2681-0000		(802)796-4705
162301	162323	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1		2681-0000		(802)868-3527
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1				(802)933-2153
162301	162323	727620	P.J.'S MINIT STOP	190 S MAIN ST	ST ALBANS	VT	05478	1		1657-0000		(802)527-1128
162302	162320	114518	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT	05775	1			3617	(802)645-0069
162302		771336	EAST ROAD VARIETY	1677 EAST RD	BENNINGTON	VT	05201	1				(802)447-7528
162302	162325	771337	MAGUIRE'S MARKET	510 SOUTH ST	BENNINGTON	VT	05201	1				(802)442-8957
163801	163827	615925	CHAMPLAIN FARMS #11	HCR 61 BOX 65	NEWPORT	VT	05855	1		1657-0000		(802)766-2182
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	1		2681-0000	2378	(802)334-6835
163801	163827	679268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1		1657-0000		(802)748-4000
163801	163829	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			956466	(802)879-7471
163801	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163801	163829	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163801	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4792
163801	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163801	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1				(802)879-7101
163801	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	1			2218	(802)879-6471
163801	163829	114052	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	05477	1			2099	(000)434-2332
163801	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	2			2355	(802)879-8951
163801	163828	114105	BRADLEYS GENERAL	RT 15	JOHNSON	VT	05656	1				(802)635-2496
163801	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1				(802)863-1998
163801	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1				(802)864-9638
163801	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1			2157	(802)863-9279
163801	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	1		2681-0000	2858	(802)660-8680
163801	163829	500924	TAFT COR. SHORT STO	JCT. 2 & 2A	WILLISTON	VT	05495	1		2681-0000	2511	(802)879-0223
163801	163829	512774	MOBIL SHORT STOP	00 977 SHELburne RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2448	(802)864-9654
163801	163828	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1			2169	(802)244-5062
163801		571864	CAPITAL TEXACO	108 STATE ST	MONTPELIER	VT	05602	1		1657-0000		(802)223-6817
163801	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2449	(802)658-4635
163801	163829	587759	ROTARY MART #8	103 SHELburne ST	BURLINGTON	VT	05401	1		1657-0000		(802)655-4703
163801	163828	590776	FASTOP EXXON	377 N MAIN ST	BARRE	VT	05641	1		1657-0000		(802)476-7695

WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB BIGIF  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163828	595955	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	05676	1		1657-0000		(802)244-8351
163801	163829	649433	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	05452	1		1657-0000		(802)879-5232
163801	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000	4284	(802)479-2213
163801	163829	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1			3806	(802)660-9405
163801	163828	670403	FASTOP EXXON	RT 100	WATERBURY	VT	05676	1		1657-0000		(802)644-6426
163801	163828	683709	DAVE'S TEXACO	13-15 SOUTH MAIN	BARRE	VT	05641	1		1657-0000		(802)479-9897
163801	163829	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
163801	163829	703503	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	05660	1		2681-0000		(802)496-6580
163801	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-2907
163801	163829	740858	CHAMPLAIN FARMS	315 SHELBOURNE RD	BURLINGTON	VT	05401	1		1657-0000		(802)862-6070
163801	163829	760220	BALLARD'S CTY STORE	SHELB FALLS RD	HINESBURG	VT	05461	1			2217	(802)482-2070
163801	163829	760698	MOBIL SHORT STOP 00	1830 SHELBOURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2539	(802)658-2965
163801	163829	964662	WASHBURN SERVICENTE	HC 33 BOX 213	RICHMOND	VT	05477	1		2794-0200	2231	(802)434-3818
163802	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	1		1657-0000		(603)448-6965
163802	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			4852	(802)773-8122
163802	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1		1657-0000		(802)247-6164
163802	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802)773-1732
163802	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETON	VT	05735	1			4110	(802)468-2900
163802	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	1		2681-0000	3352	(802)773-6919
163802	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000	4430	(802)747-0294
163802	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	5				(603)542-2278
163802	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	3		2794-0200		(603)542-3080
163802	163828	742293	CHAMPLAIN FARMS	MAIN STREET	BETHEL	VT	05032	1		1657-0000		(802)234-5376
163802	163828	754471	UNION ST. GROCERY	30 UNION ST	BRANDON	VT	05733	1			3045	(802)247-6019
163802		767784	RTE 100 ENTERPRISES	ROUTE 100	PITTSFIELD	VT	05762	1				(802)746-9939
163802	163829	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163802	163828	309215	CHAMPLAIN FARMS	RTE. 100	WAITSFIELD	VT	05673	1		1657-0000		(802)496-3196
163802	163829	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163802	163828	755347	CHAMPLAIN FARMS #26	1 MAIN STREET	NORTHFIELD	VT	05663	1		1657-0000		(802)485-6000
163802	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802)775-7901
163802	163828	437115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1		1657-0000		(802)728-6511
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1				(802)254-7397

PAGE BREAK TOTAL ACCOUNTS 74 TOTAL QUANTITY 81

TEMPLATE TOTAL ACCOUNTS 74 TOTAL QUANTITY 81

# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

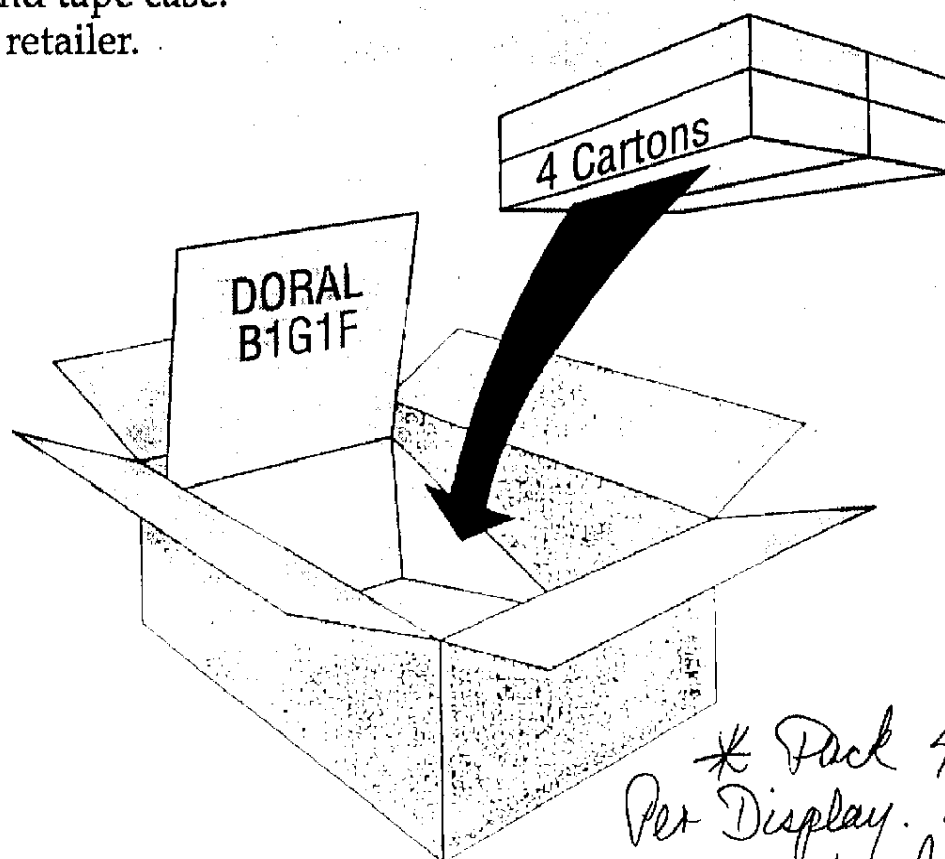
1ST QTR. '98

### February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

#### STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



\* Pack 4 Cartons  
Per Display. 4 Styles  
may not be shipped  
to all DIRECT Accts.

Item: # 536645

Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

51845 7940

# February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free**.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

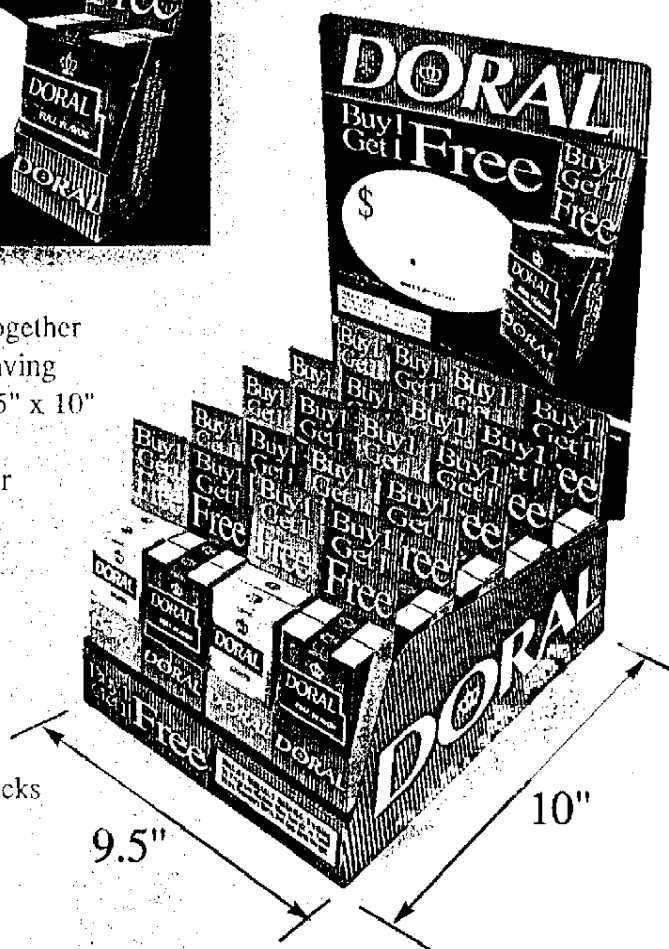
## Paster



## 2-Pack Sleeve



## Counter Display



The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

## Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

51845 7941

**RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 834-4178  
FAX (716) 834-8148

January 5, 1988

RJR Account #315288  
Mr. J. Mitguy  
DOWLINGS, INC.**FEBRUARY: DORAL B1G1F / PROMOTION #500016**

Dear John:

DORAL B1G1F pre-sleeved product (6M) has been ordered (see quantities listed below), as well as 83 skus of B1G1F Displays (Item #538645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	2
Light 100	12300-24961	2
Light Men 100	12300-24963	2
FF 100	12300-24962	2

**DISPLAY DETAIL (#538645)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product PO # 209A; Displays PO # 20913

Product / Display Arrival:

January 26, 1988

Ship Date to Retail:

Week of: February 9, 1988

SKU CUBE:

0.4985

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$854.46

51845 7942


# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 30, 1998

 Fax (336) 741-5334  
V. Boles / Distribution

**SMS #7363-1036**

Dear Vicki:

Here's one more order 'issue'! The above order shows a future ship date of 2/9/98 and current status is 'staged'. If possible, I would appreciate it if you could remove the future ship date as customer would like earlier delivery if possible.

Account Name: DOWLINGS  
SIS #315288

Again, thanks for your help, and if you need additional information on this order, please let me know.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

← Not Sam Frank!  
(Sorry, Vicki)

51845 7943



404 SMS404UO

SALES MATERIALS SYSTEM

01/30/98 14:09

(ORDERS) ORDER INQUIRY FOR: 7363-1036 NO COMMENTS

FN

ORDER STATUS: STAGED

ENTRY DATE/TIME: 97/12/29 13:45

ORDER FROM: 16XXXX

SHIP TO: 1623XX / 315288 (716)634-9232

W150 GATX LOGISTICS

DOWLINGS INC.

916 BALTIMORE RD

92 CATAMOUNT DR

MILTON VT 05468

ADVANCE NC 270067819

ORDER TOTAL	TOTAL QTY	AVAILABLE QTY	BO QTY	SHIPPED QTY
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CASES....:	83	83		
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WEIGHT...:	97.1100	97.1100		
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SIZE.....:	41.2095	41.2095		
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EST COST:	191.42	191.42		
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ORDER	BO	BO
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(ITEMS 1 - 1 OF 1 SHOWN)

ITEM	QTY	QTY	HELD	DESCRIPTION	DATE	STATUS
536645	83			DOR CONV/GAS-B1G1F DISPLAY KIT-2/98	980129	STAGED

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---

Help SpHdl Retrn

Item- Item+ Comm &lt;--- ---&gt; Print

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